

Message Text

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COM/BIC/OIM/RSHAW

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FM SECSTATE WASHDC

TO AMEMBASSY THE HAGUE

UNCLAS STATE 231564

E.O. 11652: N/A

TAGS: BEXP; OCON; NL

SUBJECT: SPEECH TO AMCHAM

REF: (A) THE HAGUE 5010; (B) STATE 222979; (C) THE HAGUE
4665

1. REFTEL (A) ABOVE, TITLE OF MR SHAW'S SPEECH WILL BE:
"THE U.S. ECONOMIC RECOVERY AND EXPORT EXPANSION."

2. BIOGRAPHIC INFORMATION FOLLOWS:

ROBERT G. SHAW IS ACTING DEPUTY ASSISTANT SECRETARY FOR
INTERNATIONAL COMMERCE, THE U.S. DEPARTMENT OF COMMERCE
AGENCY WHICH HAS THE PRINCIPAL RESPONSIBILITY FOR DEVELOP-
ING AND IMPLEMENTING THE FEDERAL GOVERNMENT SPONSORED EXPORT
PROMOTION PROGRAMS. THESE INCLUDE PERMANENT TRADE CENTERS
LOCATED THROUGHOUT THE WORLD, TRADE FAIRS, TRADE MISSIONS,
SPECIAL PROMOTIONAL TECHNIQUES, FOREIGN BUYERS MISSIONS
TO THE U.S., MAJOR PROJECTS AND MAJOR PRODUCT SALES
COORDINATION AND A VARIETY OF EXPORT INFORMATION SERVICES.

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PRIOR TO ASSUMING MANAGEMENT RESPONSIBILITY FOR THE BUREAU OF INTERNATIONAL COMMERCE IN MAY 1975, MR SHAW SERVED AS A DEPUTY SPECIAL ASSISTANT TO THE PRESIDENT. HE WAS RESPONSIBLE FOR RECRUITING PRESIDENTIAL APPOINTEES FOR ECONOMIC-ORIENTED GOVERNMENT DEPARTMENTS AND AGENCIES, AS WELL AS FUNCTIONING AS WHITE HOUSE LIAISON WITH TOP MANAGEMENT IN THESE CABINET DEPARTMENT AND INDEPENDENT AGENCIES ON PERSONNEL AND MANAGEMENT MATTERS.

BEFORE JOINING THE ADMINISTRATION IN 1973, MR SHAW WAS AN EXECUTIVE WITH TWO MARKETING SERVICES COMPANIES. FROM 1971-73 HE WAS PRESIDENT OF COMPUTER MERCHANDISING, A CHICAGO BASED DIRECT MAIL COMPANY SPECIALIZING IN COMPUTER SERVICES AND GRAPHIC ARTS. FROM 1969-71 HE WAS EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER OF MARKET RESEARCH CORPORATION OF AMERICA, A CHICAGO HEADQUARTERED FIRM CONCENTRATING ON MARKETING CONSULTING, MARKET RESEARCH, AND INFORMATION SYSTEMS.

PREVIOUSLY FROM 1963-69, MR SHAW WAS DIRECTOR OF MARKET INFORMATION AND PLANNING FOR SCOTT PAPER COMPANY IN PHILADELPHIA. HIS RESPONSIBILITIES INCLUDED CORPORATE AND DIVISION MARKET RESEARCH, PLANNING AND MANAGEMENT INFORMATION SYSTEMS.

MR SHAW HOLDS AN M.S. IN INDUSTRIAL ADMINISTRATION FROM CARNEGIE-MELLON UNIVERSITY. HE WAS GRADUATED FROM STANFORD UNIVERSITY IN 1961 WITH AN A.B. IN ECONOMICS. HE NOW RESIDES IN ARLINGTON, VIRGINIA. ROBINSON

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